

ABSTRACT OF THE DISCLOSURE

A data structure stored on computer readable media is presented comprising one or more data tags, each data tag used to provide information regarding a broadcast advertisement. Also provided are one or more electronic program guide action tags, each electronic program 5 guide action tag used to define a valid electronic program guide feature that may be accessed from within the broadcast advertisement. The data structure is operative to provide a link between the broadcast advertisement and an electronic program guide to provide access to electronic program guide features defined by the electronic program guide action tags from within the broadcast advertisement.

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